



WPTV

ORDER

Print Date 11/02/12

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Flight Dates **11/01/12-11/02/12**Contract / Revision **316450 /**Original Date / Revision
10/31/12 11/01/12Advertiser **FDP - 3 Pack Abruzzo, Sach:**Agency **Davis Group (The)**Buying Contact**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**Product**Florida Democratic Party**Agency Com 15%Billing Contact **Pam Newby****4201 Bee Caves Road - Suite C-101
Austin, TX 78746**Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # **1420**Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority FXAdvertiser RefPrimary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	31	\$26,520.00	\$31,200.00	0.00
Totals	31	\$26,520.00	\$31,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/02/12	31	\$26,520.00	\$31,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WPTV	11/01/12	11/01/12	M-F 5-6a M-F 5-6a	CM	5-6a	---T---	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	---T---		1		\$500.00		0.00					
N 2	WPTV	11/01/12	11/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	---11--	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	---11--		2		\$1,200.00		0.00					
N 3	WPTV	11/01/12	11/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	---11--	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00



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Contract / Revision **316450** Flight Dates **11/01/12-11/02/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **Florida Democratic Party** Estimate # **1420**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	11/01/12	11/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	--- 11--	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$1,500.00		0.00		
N 4	WPTV	11/01/12	11/02/12	M-F 9-10a M-F 9-10a	CM	9-10a	--- 11--	:30	2	\$650.00	FX	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$650.00		0.00		
N 5	WPTV	11/01/12	11/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--- 11--	:30	2	\$500.00	FX	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$500.00		0.00		
N 6	WPTV	11/01/12	11/02/12	M-F 1235-135a Jimmy Fallon	CM	1235-0135a	--- 11--	:30	2	\$225.00	FX	0.00 NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$225.00		0.00		
N 7	WPTV	11/01/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	--- 11--	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$1,600.00		0.00		
N 8	WPTV	11/01/12	11/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	--- 11--	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$1,600.00		0.00		
N 9	WPTV	11/01/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	--- 11--	:30	2	\$1,800.00	FX	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$1,800.00		0.00		
N 10	WPTV	11/01/12	11/02/12	M-F 7-730p M-F 7-730p	CM	7-730p	--- 11--	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$950.00		0.00		
N 11	WPTV	11/01/12	11/02/12	M-F 730-8p M-F 730-8p	CM	730-8p	--- 11--	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$950.00		0.00		
N 12	WPTV	11/01/12	11/02/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	--- 11--	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$1,400.00		0.00		
N 13	WPTV	11/01/12	11/02/12	M-F 1135p-1235a Tonight Show	CM	1135p-1235a	--- 11--	:30	2	\$575.00	FX	0.00 NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 11--					2	\$575.00		0.00		
N 14	WPTV	11/02/12	11/02/12	Friday Prime C Friday Prime C	CM	10-11p	---- F--	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---- F--					1	\$2,500.00		0.00		
N 15	WPTV	11/02/12	11/02/12	Friday Prime B Friday Prime B	CM	9-10p	---- F--	:30	1	\$1,450.00	FX	0.00 NM	3	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---- F--					1	\$1,450.00		0.00		



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Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **Florida Democratic Party** Estimate # **1420**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 15	WPTV	11/02/12	11/02/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	1	\$1,450.00	FX	0.00 NM	3	\$1,450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$1,450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>			
1	WPTV	10/29/12-11/04/12		Friday Prime B		9-10p	----F--	:30		(\$1,450.00)		0.00 NM			
See MG 15.2															
2	WPTV	11/02/12-11/04/12		Friday Prime A		8-9p	----F--	:30		(\$1,450.00)		0.00 NM			
Ⓜ See MG 15.3,15.4,15.5															
3	NPTV	11/02/12-11/02/12		M-F 6-7a		6-7a	----F--	:30		\$1,200.00		0.00 NM			
Ⓜ MG for 15.2 11/02															
program change to commerical free fundraiser															
4	NPTV	11/02/12-11/02/12		M-F 1235-135a		1235-0135a	----F--	:30		\$225.00		0.00 NM			
Ⓜ MG for 15.2 11/02															
program change to commerical free fundraiser															
5	NPTV	11/02/12-11/02/12		M-F 135-205a		135-205a	----F--	:30		\$25.00		0.00 NM			
Ⓜ MG for 15.2 11/02															
program change to commerical free fundraiser															
N 16	WPTV	11/02/12	11/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	----F--	:30	1	\$500.00	FX	0.00 NM	1	\$500.00	
part of mkg pkg for #315993															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$500.00		0.00						
N 17	WPTV	11/02/12	11/02/12	M-F 2-3p M-F 2-3p	CM	2-3p	----F--	:30	1	\$350.00	FX	0.00 NM	1	\$350.00	
part of mkg pkg for #315993															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$350.00		0.00						
													Totals	31	\$31,200.00